

Press Release

Ingenious design of the BL3520 seat earns accolades

“German Design Award” for Recaro Aircraft Seating

Schwaebisch Hall, Germany. Recaro Aircraft Seating has been honored at the “German Design Award 2013”. The aircraft seat supplier from Schwaebisch Hall, Germany, was presented with the internationally renowned prize for the outstanding design of its BL3520 economy-class seat. In addition, the company has been shortlisted for the “Dekra Award 2012” in the “Environment” category, which recognizes particularly sustainable product developments.

Recaro Aircraft Seating has been singled out for excellence at the “German Design Award 2013”: The company received the “Special Mention” award in the “Transportation and Public Space” category for its BL3520 economy-class seat for outstanding design quality. “The BL3520 success story continues. This is now the fifth prize we have received for this economy-class seat model. We are proud of the fact that independent bodies of experts devoted to design, such as the German Design Council, are so approving of our products’ consistency,” said Dr. Mark Hiller, Chief Executive Officer of Recaro Aircraft Seating, after the winners had been announced on October 19, 2012.

The BL3520 convinced the jury of the internationally renowned “German Design Award” of its outstanding design: “Our focus is

on what is known as ‘ingenious design,’ which strongly emphasizes ergonomics, functionality and aesthetics. Awards like this show that we are absolutely on the right track,” Hiller continued. “The success of our approach is being confirmed primarily by the many airlines that have already ordered the seat. Since its launch, we have received orders for 120,000 units from airlines in Europe, Asia and the United States.”

The BL3520 is distinguished by a unique combination of design quality, passenger comfort and reduced weight. “The seat offers added value to both airlines and passengers,” said Hiller. The BL3520 offers passengers more legroom than comparable seats. This is possible due to a leaner, space-saving backrest combined with patented Recaro solutions, such as the literature pocket being positioned above the tray table, rather than at knee level. This leads to more space for travelers’ legs, while enabling airlines to install additional rows of seats, in order to increase their revenues. In addition to the seat’s attractive design, Recaro engineers have managed to achieve major reductions in weight: Each BL3520 seat weighs less than eleven kilograms, which is 30 percent lighter than comparable models. This reduction in weight helps to lower an aircraft’s fuel consumption and CO₂ emissions.

Environmental sustainability of Recaro products praised

These product features are the same ones that impressed another awards jury: In recognition of its environmentally sustainable products, Recaro Aircraft Seating has been shortlisted for the “Dekra Award 2012” in the “Environment” category. “We have been nominated as ‘a shining example’ in terms of offering environmentally sustainable solutions to future demands,” reported Klaus Steinmeyer, Vice President Business Development at Recaro Aircraft Seating. “After all, our products

are helping airlines to reduce their fuel consumption and CO₂ emissions. However, a successfully designed aircraft seat requires more than simply lightweight design. It must also be comfortable for the passenger and afford sufficient legroom. Our BL3520 seat perfectly illustrates how we are a significant step ahead of the competition by already meeting tomorrow's challenges today."

Recaro Aircraft Seating is a globally active supplier of premium aircraft seats for the leading airlines worldwide. The company has more than 1,600 employees, including 850 working in Germany, and operates plants in Germany, Poland, South Africa, the USA and China as well as service centers in Europe, the Middle East, the Americas, Asia and Australia. Based in Schwaebisch Hall, Germany, Recaro Aircraft Seating generated sales of more than 304 million Euros in 2011. The company ranks among the world's top three aircraft seat manufacturers.

Recaro Aircraft Seating is part of the Recaro Group, which includes the companies Recaro Child Safety (child safety seats), based in Marktleugast, Germany, and Recaro home (home seating), based in Kaiserslautern, Germany.

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